1 **CLAIMS**

2   We claim as our invention:

1   1) A custom content presentation system through which users can influence presented
2   content, comprising:

3   a client such as a PC, PMP, or other device capable of stimulating human senses
4   which is capable of receiving data from and conveying data to a server;
5   a server which conveys, receives, and stores data;
6   a content rating and information request system; and
7   a server-based reporting tool.

1   2) The system of Claim 1 in which data stored by said server includes content, content
2   attributes, and content reviews.

1   3) The system of Claim 1 in which data conveyed from said server includes content and
2   content information.

1   4) The system of Claim 1 in which said client acts as a server, thereby providing
2   content-related information stored thereon to other devices.

1   5) The system of Claim 1 in which said content rating system allows a user to rate
2   content as or after it is experienced.

1   6) The system of Claim 1 in which said device has buttons or other interface elements
2   that allow a user to provide feedback concerning various content, enter preference
3   information, or otherwise interact with content or with a server.

1   7) The system of Claim 1 in which data conveyed from said server contains proprietary
2   or restricted content that is marked as such, and which said client may refuse to
3   process if certain restrictions are not met.

1   8) The system of Claim 1 in which said server conveys only data of interest to a user, as
2   determined by user feedback and user preferences.

1   9) The system of Claim 1 in which said information request system allows a user to
2   purchase or indicate a desire to purchase content before, during and after it is
3   experienced.

1   10) The system of Claim 1 in which user feedback and information requests are
2   immediately sent to a server through a wireless or wired communications medium.

1   11) The system of Claim 1 in which user feedback and information request are stored on
2   a device until said device can communicate with a server, at which time said feedback
3   and information requests are conveyed to a server.

1   12) The system of Claim 1 in which said reporting tool provides reports to content
2   authors, advertisers, and other interested parties which contain average content
3   ratings, content popularity indexes, content information requests, genre-based content
4   preferences, and other information derived from data stored in a server.

1   13) A method for individualized content distribution comprising the steps of:

2   selecting content based on user preferences, content author or publisher
3   preferences;

4   preparing said content, including the addition of ownership, authorship, and other
5   digital rights information, and content compression or encryption;

6   conveying said content to a PMP, PC, or other device from which said content
7   may be experienced; and

8   removing said content after a length of time, number of experiences, or other
9   event.

1   14) The method of Claim 13 wherein said user preferences are based on ratings gathered
2   substantially contemporaneous with a user's experiencing said content.

1   15) The method of Claim 13 wherein content preferences are entered by a user prior to
2   content selection, and where such preferences are modified as content is experienced
3   and user ratings are received.

1   16) The method of Claim 13 wherein said content includes advertisements which are
2   targeted at a particular individual or group of individuals based on content

3   preferences, frequency with which content is purchased through the present invention,

4   geographic region in which a user resides, or other demographic information.

1   17) The method of Claim 13 wherein said digital rights information may be used to

2   restrict access to content on an individual-by-individual, device-by-device, or group-

3   by-group basis.

1   18) The method of Claim 13 wherein said user preferences include the option to refuse

2   certain content types, such as advertisements or full-motion video, and content

3   genres.

1   19) The method of Claim 13 wherein said content compression includes down-sampling

2   content to reduce such content's file size or conveyance needs.

1   20) The method of Claim 13 wherein said conveyance may be achieved by a means set

2   forth in user preferences.

1   21) The method of Claim 13 wherein said content may be altered, such as resizing text or

2   graphical information, down-sampling audio or video files, or other alterations, to

3   match device capabilities or to meet user specifications.

1   22) The method of Claim 13 wherein said conveyance may be achieved by a means

2   appropriate to a specific device, such as wired or wireless communications or

3   removable media.

1   23) The method of Claim 13 wherein said content may be removed based on digital rights

2   management or other content attributes associated with a specific content.

3   24) The method of Claim 23 wherein said content removals are also controlled by user

4   preferences and user ratings such that popular content is maintained by a device, thus

5   reducing storage, conveyance, and related needs.

1   25) The method of Claim 13 wherein said content is conveyed from a server to a client by

2   transmitting said content as a continuous data stream.

1   26) The method of Claim 13 wherein said content is conveyed from a server to a client by
2   a server storing said content on removable media and transferring said media to a
3   client.

1   27) The method of Claim 13 wherein said content is conveyed from a server to a client by
2   transmitting said content as discrete files.

1   28) The method of Claim 13 wherein said content is conveyed from a server to a client as
2   a combination of discrete file transfers and streamed data.

1   29) A custom content presentation system through which users can influence presented
2   content, comprising:

3   a client such as a PC, PMP, or other device capable of stimulating human senses
4   which is capable of receiving data from and conveying data to a server;

5   a server which conveys, receives, and stores data;

6   a content rating and information request system; and

7   a server-based reporting tool;

8   wherein said server stores content, content attributes, and content reviews;

9   said server conveys some content information to a client along with said
10   content;

11   users experience said content through a device;

12   users rate content during or after such content is experienced;

13   users request information about or indicate a desire to purchase content as it is
14   experienced;

15   user ratings, information requests, and purchase requests are conveyed to a
16   server; and

17   said user ratings and requests are used to select additional content for a client,
18   and to generate usage statistics and other information for content creators.

1   30) A method for individualized content distribution comprising the steps of:

2   selecting content based on user preferences, content author or publisher
3   preferences;

4   preparing said content, including the addition of ownership, authorship, and other
5   digital rights information, and content compression or encryption;

6   conveying said content to a PMP, PC, or other device from which said content
7   may be experienced; and

8   removing said content after a length of time, number of experiences, or other
9   event;

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11   the method further comprising the steps of a user:

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13   specifying content preferences in a web page or other machine-readable
14   format;

15   said content selected based on such preferences;

16   selected content processed for conveyance and conveyed to a device;

17   said content experienced by said user;

18   said user rating said content;

19   all or a portion of said content at or above a certain rating level being
20   maintained on a device, while some portion of said content may be removed from a
21   device once said content has been experienced; and

22   content remaining on a device is only experienced after approval from a server,
23   content author, or content provider.

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